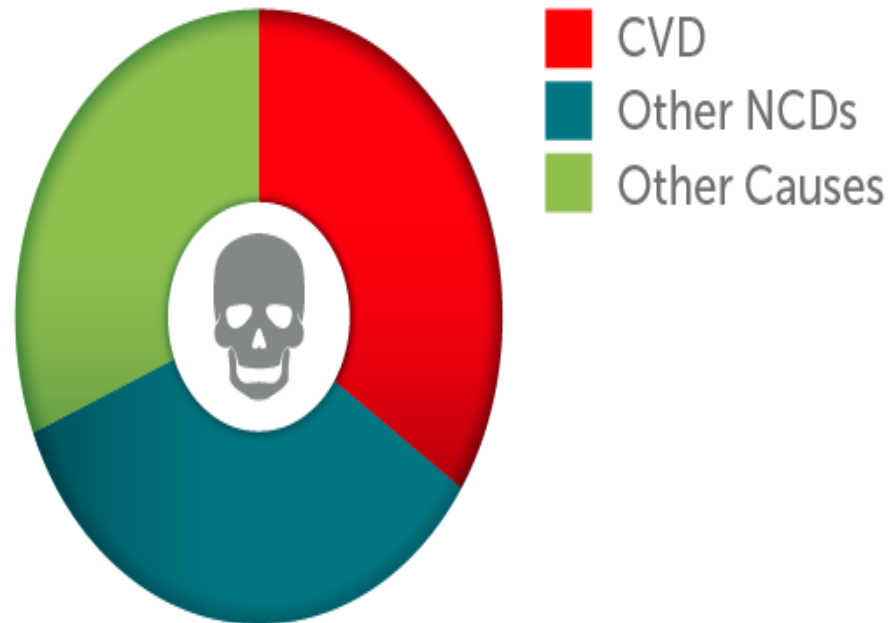




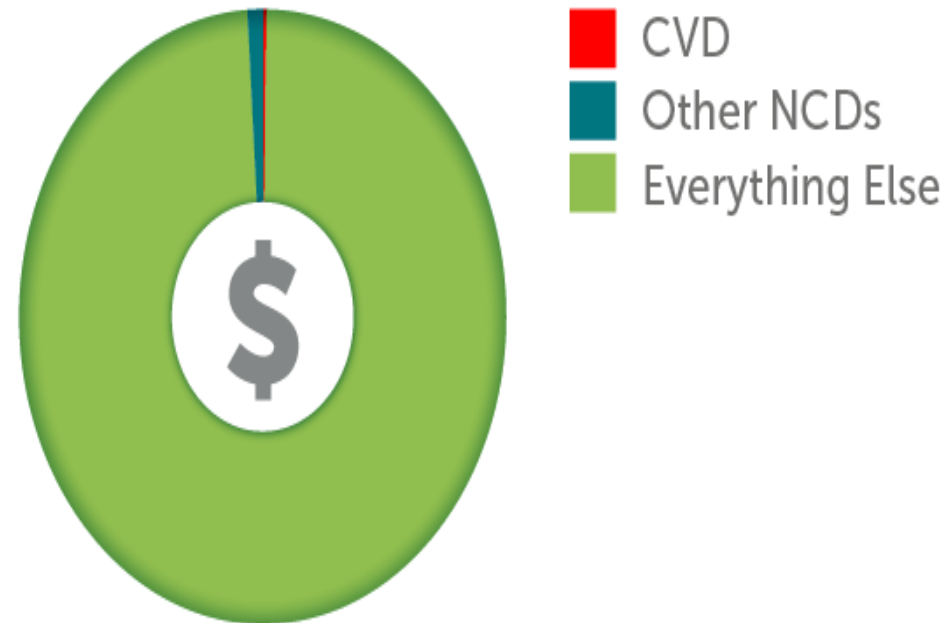
Johanna Ralston, CEO, World Obesity Federation and
Fellow, Geneva Centre for Security Policy

NEBRA

NCD MORTALITY VS OTHER

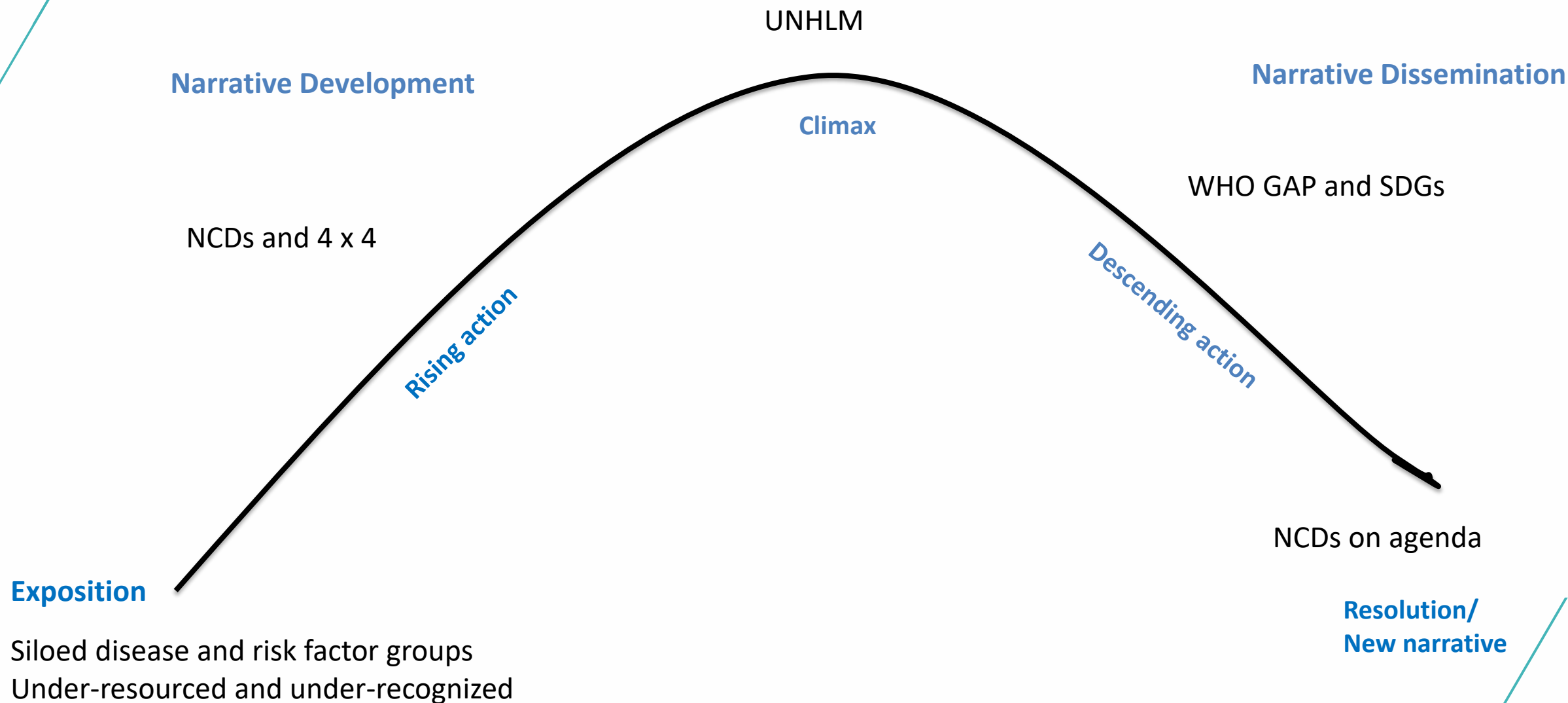


ODA FUNDING



Source: Global Burden of Disease Study 2010 (GBD 2010)

Original NCD Narrative



New NCD Narrative

Narrative development

2018 UN HLM

Narrative dissemination

Climax

Patient and HIAP narrative

Financing commitments

Leadership from MICs

Individual empowerment

Rising action

Descending action

**Resolution/
New narrative**

2025 and 2030

NCDs on political agenda, but
no new funding and delayed
national progress

Exposition

